



The Revolution Will Be Tweeted

**U.S. Department of State Fourth
Annual
Conference on Program Evaluation
June 7-8, 2011
George C. Marshall Center**



The Era of Instant Information

- “Helicopter hovering above Abbottabad at 1AM (is a rare event).” @ReallyVirtual, May 1, 2011, 15:58.
- “Uh oh, now I’m the guy that liveblogged the Osama raid without knowing it.” @ReallyVirtual, May 2, 2011, 0:41.
- Despite all the secrecy surrounding the operation, **Sohaib Athar** gave a blow-by-blow account of the raid, broadcast to the world, from his home computer.



Dispatches from the Arab Spring





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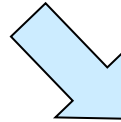
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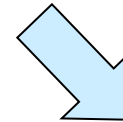
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A Billion Voices



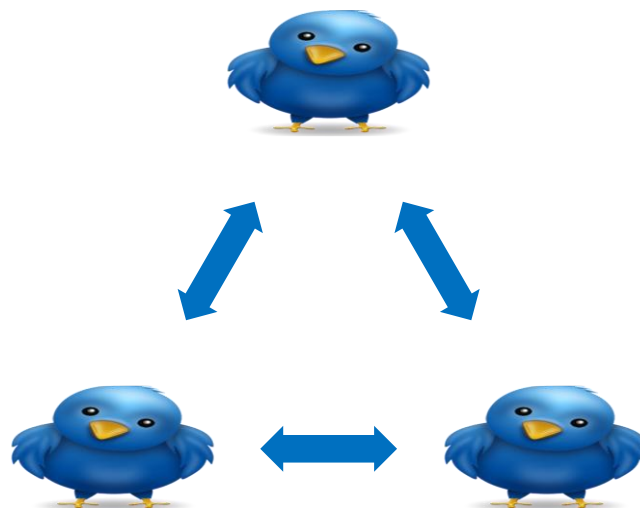
twitter





Lateral Communication

- Communication between different persons within the same level in the social hierarchy.
- It is neither “top down” not “bottom up” and is not centrally censored or controlled.



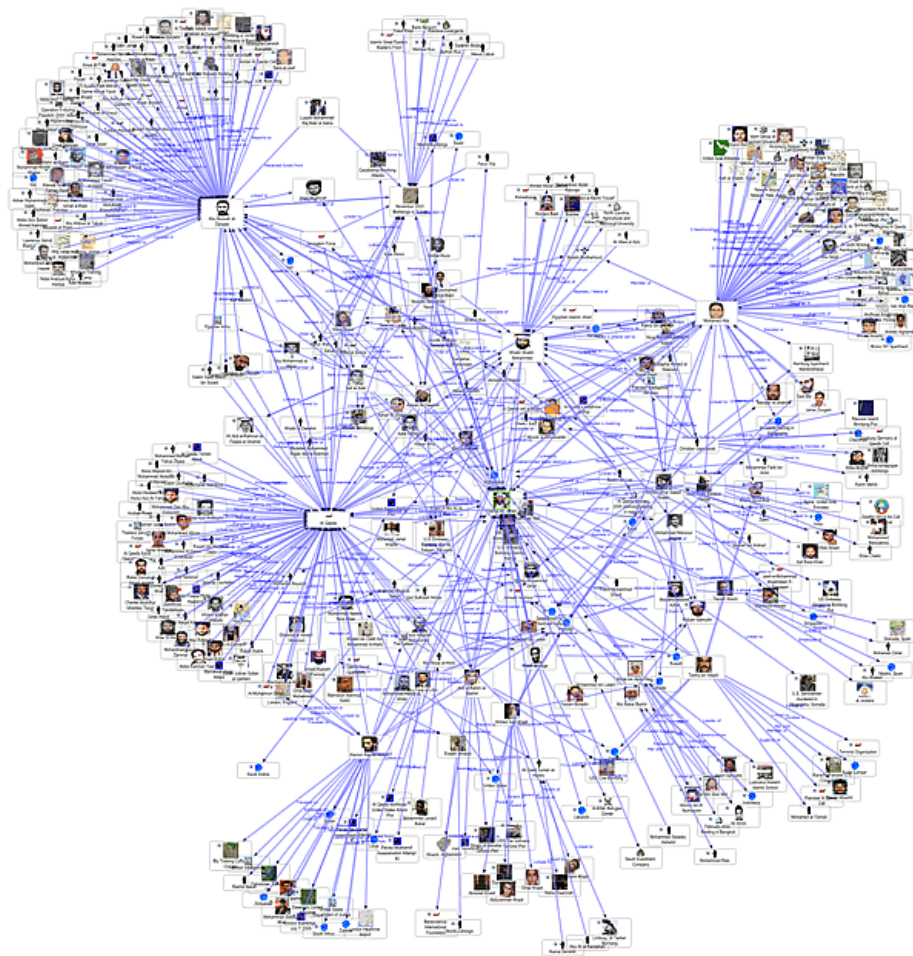


Transforming Data into Information





The “Funnel” Social Network Analysis





Advantages

- We no longer have to guess, we can *know*.
- Real time information gathering.
- Predictive information gathering.
- Measuring multiple trends and issues and understanding better how they relate and collate.
- “Instant democracy.”



Disadvantages

- Not all nations are fully online yet.
- Possible information overload.
- Fuel for conspiracy theory.
- Must remain vigilant to cyber sabotage.



Ethical Considerations

- Just because you *can* do a thing does not mean you *should* do a thing.
- Where do we stand?
- Where do we want to go?



DISCUSSION



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